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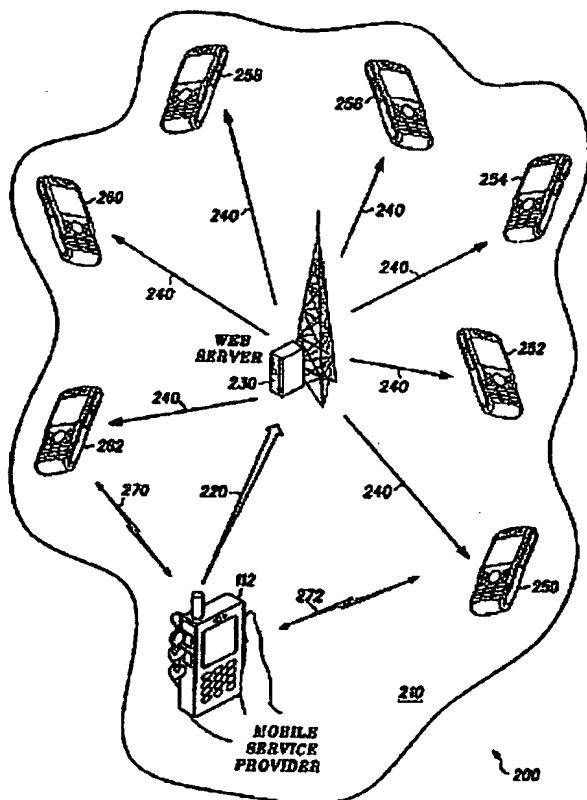
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(54) Title: LOCATION-BASED MOBILE SERVICE PROVISION



(57) Abstract: A method (300) of providing location based services using a wireless communication system (100, 200) that facilitates communication to and/or from a plurality of communication units (250-262). The method includes the step of transmitting a wireless message (220), from a mobile service provider (112) to a number of communication devices in a location (210). The wireless message indicates a service to be provided by the mobile service provider (112) at the location (210). This enables mobile service providers to enhance their business via their mobile communication device, i.e. advertise their services to a geographically near, group of users. Preferably the recipient group of users have previously subscribed to, or registered their interest in, the services provided by the mobile service provider.

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